

Rep Order# 9782488 Ver# 1 Status New Traffic Order# Printed: 08/03/2012 10:35 AM 1 of 2  
 EC'd No Last Received: 08/03/2012 9:44 AM  
 Showing Buylines: All Lines

Station WKRC-TV CINCINNATI, OH  
 Advertiser ( ) POLITICAL ISSUE GROU  
 Product TRUMAN PROJECT  
 Estimate#  
 Buyer DEVON PRESCOD  
 Phone#  
 Fax#  
 Agency ( ) LUC MEDIA  
 25 WHITLOCK PLACE SW, 2ND FL  
 Marietta, GA 30064  
 Agency C/P1/P2/E  
 Flight Dates 08/05/2012 - 08/05/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) ALEXANDRA BRADLEY  
 Salesperson Phone# 202-955-5342  
 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---  
 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---  
 NEW POLITICAL ORDER - PLS CF - THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SU	830A-9A	US BANK-WTCH	:30	\$750.00	08/05-08/05	1	1	1	\$750.00	
	2	SU	9A-930A	SUN MORN	:30	\$1,200.00	08/05-08/05	1	1	1	\$1,200.00	
	3	SU	930A-10A	SUN MORN	:30	\$1,200.00	08/05-08/05	1	1	1	\$1,200.00	
	4	SU	10A-1030A	SUN MORN	:30	\$1,200.00	08/05-08/05	1	1	1	\$1,200.00	
	5	SU	1030A-11A	FACE THE NATION	:30	\$950.00	08/05-08/05	1	1	1	\$950.00	
	6	SU	11A-1130A	NEWS	:30	\$500.00	08/05-08/05	1	1	1	\$500.00	

---REPORT TOTALS---  
 Report Totals: 6 / \$5,800.00

---SALES MONTHLY TOTALS---  
 Aug 12: 6 / \$5,800.00  
 Sales Totals: 6 / \$5,800.00

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Station Totals: 6 / \$5,800.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$14,872

CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	31%
WKRC	39%	WLWT	0%	WSTR	0%	WXIX	30%		

Books null  
Demos RA35+

# Spot Manager: All, 08/04/12-08/10/12



Date	Weekday	Air Time	Length	Rate	Priority	Ad-ID	Inv. Code (Booked)	Time Period	Order Product De	Estimate #	Spot #	AE
Advertiser: Truman Project												
Agency: LUC Media												
Station: WKRC-TV												
Order: 47096												
Line: 1												
08/05/12	Sunday	8:48:00 AM	:30	\$750.00	P-2		US Bank Business Watch	(8:30:00 AM-9:00 TRUMAN PROJEC			1	MWASI
				\$750.00							1	
Line: 2												
08/05/12	Sunday	9:17:30 AM	:30	\$1,200.00	P-1		CBS Sun Morning	(9:00:00 AM-9:30 TRUMAN PROJEC			1	MWASI
				\$1,200.00							1	
Line: 3												
08/05/12	Sunday	9:54:19 AM	:30	\$1,200.00	P-1		CBS Sun Morning	(9:30:00 AM-10:0 TRUMAN PROJEC			1	MWASI
				\$1,200.00							1	
Line: 4												
08/05/12	Sunday	10:29:11 AM	:30	\$1,200.00	P-1		CBS Sun Morning	(10:00:00 AM-10: TRUMAN PROJEC			1	MWASI
				\$1,200.00							1	
Line: 5												
08/05/12	Sunday	10:59:46 AM	:30	\$950.00	P-1		Face the Nation	10:30 AM-11:00 /TRUMAN PROJEC			1	MWASI
				\$950.00							1	
Line: 6												
08/05/12	Sunday	11:29:26 AM	:30	\$500.00	P-2		Newsmakers	11:00 AM-11:30 /TRUMAN PROJEC			1	MWASI
				\$500.00							1	
				\$5,800.00							6	
				\$5,800.00							6	
				\$5,800.00							6	
				\$5,800.00							6	
				\$5,800.00							6	
				\$5,800.00							6	

[Filtered by: ] [Sorted by: Station]